

Stern Pinball to Release *Game of Thrones*[®] Pinball Machines

World's Leading Maker of Arcade-Quality Pinball Games Partners with HBO Global Licensing[®] to Announce Newest Pinball Title

ELK GROVE VILLAGE, IL – September 8, 2015 – Stern Pinball, Inc., the world's oldest and largest producer of arcade-quality pinball machines, proudly announced today the availability of *Game of Thrones* pinball machines. Inspired by the hit HBO[®] drama series, the newest Stern machines put players in the heat of battle where noble families fight for control of the Iron Throne of the Seven Kingdoms.

Stern's *Game of Thrones* Pro, Premium, and Limited Edition machines are packed with features and toys that provide an irresistible challenge to play against kings, knights, knaves and dragons. Each player can choose to be a Knight of the Stark, Lannister, Greyjoy, Baratheon, Martell, or Tyrell family Houses, and pick other Houses to battle. *Game of Thrones* actor Rory McCann as Sandor Clegane (The Hound) guides the player throughout the game with authenticity and strong presence. The goal of the game is to rule the seven kingdoms of Westeros.

"The *Game of Thrones* pinball machine celebrates the much-loved HBO series and gives fans an intense, high-energy pinball experience," said Gary Stern, Chairman and CEO of Stern Pinball, Inc.

The *Game of Thrones* pinball machine will be available in three models offering a variety of pricing and exclusivity for *Game of Thrones* fans and pinball collectors. All three models feature an animated, interactive dragon that roars, flies, and breathes fire through the magic of all-LED lit playfields. Players can slam the ball into the Battering Ram, attempting to break down the Castle Doors and grab features such as Super Jackpots, Wild Fire, and Playfield Score Multipliers. The animated mechanical Sword of Multiball holds back reinforcements until it's time to attack. A bank of three Drop-Targets lights the Lord of Light Lanes to protect against side drains and awards other progressive features. A Kickback fires the ball in anger when struck.

Players can win valuable random awards and features with Reel Pops[™], a fun new software mechanism, by playing the Pop Bumpers and spinning three virtual spinning reels on the display. When three identical symbols line up, the player is awarded the prize shown on the reels. Earn Gold and spend it on needed weapons and features. An Action Button is featured on the front molding for the largest array of interactive play features ever seen in a pinball machine.

The *Game of Thrones* Pro model includes all the above features and 7 multicolor Shield inserts that represent the great Houses of Westeros and special shots on the playfield. Lightning-fast ramps and orbits send the ball on fascinating and versatile courses throughout the game.

Enter a whole new realm with *Game of Thrones* Premium and Limited Edition Pinball models. Vastly different from the Pro model, both Premium and Limited Editions feature a massive and challenging Castle upper playfield with a second set of full size flippers, shots and an animated Dragon. Both models feature dazzling, full-playfield, color-changing LED's throughout the game. An Elevator serving two "floors" brings the ball up to the Castle where the players battle

against Houses and Dragons. The second Elevator floor delivers the ball to the Iron Throne, where victories great and small can be celebrated. Amazing light shows and effects are a visual celebration of players' victories.

The Limited Edition model delivers all the play features of the Premium model, while also featuring a Certificate of Authenticity, a numbered plaque, a designer-autographed playfield, a beautiful, hand-drawn cabinet and backglass artwork by Bob Stevlik. Exclusive, glossy, black-powder-coated, laser-cut side armor features dragon elements of the Targaryen Sigil and is inscribed with the Targaryen House motto, "Fire & Blood", all highlighted with a rich, red mirrored backing.

Pricing and Availability:

Pro Model:	\$5,995 MSRP
Premium Model:	\$7,595 MSRP
Limited Edition Model:	\$8,795 MSRP

Game of Thrones Pinball is available through authorized Stern Pinball distributors and dealers around the world.

About Stern Pinball, Inc.

Stern Pinball, Inc., headquartered just outside Chicago, Illinois, is the oldest and largest producer of arcade-quality pinball games in the world. Stern's highly talented creative and technical teams design, engineer and manufacture a full line of popular pinball games, merchandise and accessories. Recent Stern titles include KISS, WWE WrestleMania, The Walking Dead, Mustang, Star Trek, Metallica, The Avengers, X-Men, AC/DC, Tron, Transformers, Avatar, Iron Man, Batman, Spiderman and many more! All of Stern's pinball games are crafted by hand and assembled by Stern's expert team. A broad range of players enjoy Stern's games from professional pinball players that compete in high-stakes international competitions around the globe to novice players who are discovering the allure of the silver ball for the first time. To join the fun and learn more, please visit www.sternpinball.com.

About HBO Global Licensing

HBO Global Licensing officially licenses the HBO® brand for the development and merchandising of innovative product lines inspired by the network's award-winning programming. With products created around hit series like *Game of Thrones*® and *True Blood*® as well as classic series like *The Sopranos*®, *Sex and the City*®, and *Entourage*, items include fashion apparel, figures, jewelry, digital and CD soundtracks, prop and costume replicas, games, books, and beverages, as well as exclusive, premium collections in partnership with upscale, designer brands. Merchandise can be purchased in retail stores nationwide, at <http://store.hbo.com>, and at the groundbreaking HBO retail hub, the HBO Shop®, located at 42nd and 6th Avenue in New York City. HBO Global Licensing products are also sold internationally across Europe (www.hboshopeu.com), Asia and Australia.

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